



important

Do not remove the SIM card from the separate insert or open the mobile phone package/s until you have read and understood the Customer Agreement brochure provided with this pack, Conditions of Supply leaflet (B direct customers only), and Call Plans and Other Fees and Charges brochure.

Opening the mobile phone package/s or removing the SIM card is your acceptance of the conditions contained within these documents.

simple start-up

B direct customers

If you ordered your mobile phone and/or SIM card directly, either over the phone or via our website, be sure to follow these simple steps before activating your new B mobile service.

B authorised dealer customers

If you're activating your new mobile service via a B authorised dealer, just read the Customer Agreement (which follows the Troubleshooting section within this brochure) and the Call Plans and Other Fees and Charges brochure. Then sit back and relax. Your B authorised dealer will do the rest for you.

**Your B online help,
24 hours a day.**
www.Bdigital.com.au



1

check

First, check you have received the following:

The mobile phone/s and any accessories you ordered.

The SIM card. (Located on a separate insert.)

Your Conditions of Supply and Proof of Purchase leaflet. (B direct customers only.)

Please read this document carefully and keep it in a safe place, as it will need to be produced in the event of any servicing, warranty or insurance claims you make.

Your Customer Agreement.

This is a separate brochure located within this pack and outlines important conditions about the mobile services provided to you by B.

Call Plans and Other Fees and Charges brochure.

Includes the plan call rates and other fees and charges applicable to you.

2

read

Next, carefully read the Customer Agreement, the Conditions of Supply and Proof of Purchase leaflet, and your Call Plans and Other Fees and Charges brochure.

Should your mobile phone request a PIN code, enter 0000.

3

activate

Now you're ready to go! To activate your new B mobile service, follow these simple steps:

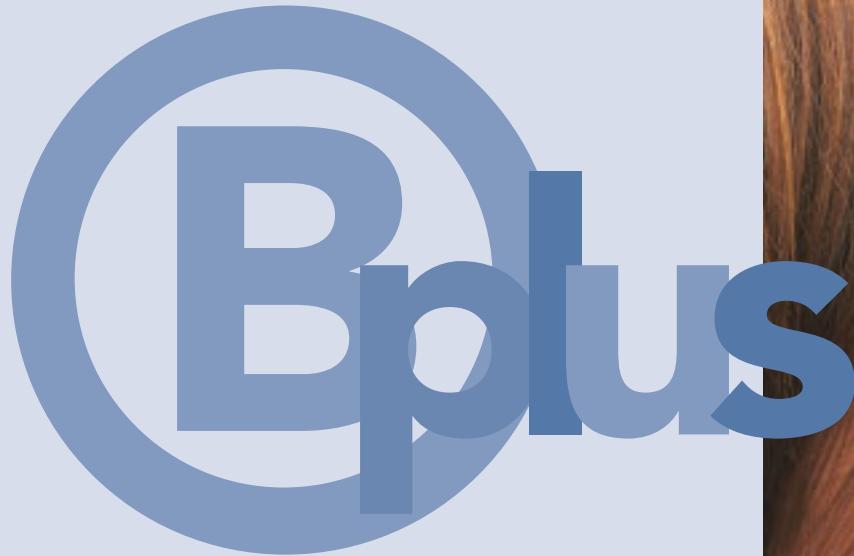
Step One You'll need your mobile phone, SIM card, mobile service number, and the 4 digit service passcode you chose when you ordered your mobile phone and/or SIM card.

Step Two Record the SIM card number and IMEI number (generally located under the battery) for each mobile phone you have purchased. You'll be asked for these numbers when you call B to activate your new mobile service.

Step Three To activate your new mobile service, call B on 13 30 20 between 8am and 8pm weekdays or between 8.30am and 5pm weekends and national public holidays.

Step Four Insert your SIM card in your mobile phone. (Check your mobile phone user manual for instructions.)

Step Five Once you contact B, we will send an immediate request for your mobile service to be activated on the Network. This may take up to 24 hours. While you are waiting, be sure to charge your mobile phone's battery for the duration specified in your mobile phone user manual.



To help get you started, here's a few tips on personalising your mobile phone and making the most of your B mobile service. For more information, including details of charges for these services, please visit www.Bdigital.com.au or check your Call Plans and Other Fees and Charges brochure.



Voicemail

No more missed calls. No more unwanted calls. With voicemail you have a 24 hour answering service – and when you don't answer your mobile phone, the caller can leave a message in your voicemail box.

Your voicemail box is automatically activated when you are connected to the Network.

To record your personalised greeting, simply dial 321 from your mobile phone and follow the prompts. You'll need to do this within 60 days of activating your mobile service to prevent deletion of your voicemail box.

Charges apply when callers connect to your voicemail box and when you retrieve messages.

SMS messaging

Sharing jokes amongst friends. Letting your partner know you'll be home soon.

With SMS you can let your fingers do the talking – by sending text messages from your mobile phone to another.

You can even send International SMS messages to your friends and family abroad.

For more information on how to send an International SMS, together with the countries you can currently send and receive SMS messages from, please visit our website.

MMS Multimedia Messaging

MMS is just like SMS – but with pictures, clip art, sound clips and more!

Now you can capture the moment by taking a photo with your MMS mobile phone (or select one from the picture library on our website) before adding animation, text or sound and sharing it with other compatible MMS users.

You can even send your MMS to any email address worldwide!

Your MMS service is automatically activated when you are connected to the Network. Just point, shoot and send!

Welcome to Optus Zoo!

Explore a wild range of fun Zoo services on your compatible MMS mobile phone.

Optus Zoo is a suite of content based services designed to personalise and enhance your mobile phone experience.

You'll find a huge range of content to customise your phone, such as polyphonic ringtones, logos, mobile games and wallpapers. You can also email via the web, check out your horoscope or lottery numbers, send MMS messages, and much more!

It's easy to go wild with Zoo! You will be automatically activated and granted access to this extensive range of services when you are connected to the Network if you have a compatible mobile phone. Check it out online – just go to www.Bdigital.com.au and click on the Optus Zoo link!

Insurance

If you would like to take out mobile phone insurance to guard against loss, theft or damage, please contact B on 13 30 20.

Insurance can only be taken out within the first 90 days of activation of new mobile phones purchased from B.

If you have already taken out an insurance policy via B, the terms and conditions will be included with your first B bill.



BFAQ

Frequently Asked Questions



Got any questions? Of course you have – and this section is designed to give you the answers.

For more detailed information, including our complete Customer Care Policies, visit our website, 24 hours a day, 7 days a week and remember to refer to your B bill for important updates.

How can I contact B?

You can contact us via the following methods:

Via our website at www.Bdigital.com.au - click on the 'Contact us' link.

Call our Customer Care number on 13 30 20.
(a free call from your B mobile)

Write to us at:

Customer Feedback. B mobile.
GPO Box 9861, Perth, WA 6848.

Serious issues may be addressed to:
B Compliance Officer. B mobile.
GPO Box 9861, Perth, WA 6848.

All complaints will be acted on as a matter of priority according to Australian Communications Industry Forum and Telecommunications Industry Ombudsman guidelines.

How do I make emergency calls from my mobile?

In case of emergency, dial 112 from your mobile phone anywhere in the world with GSM coverage and you will be automatically connected to that country's local emergency number (including Australia). You can also dial 112 from a mobile phone without a SIM card or without having to enter a security-protection key/PIN number. When dialling 112, remember to provide as much information as possible about the location of the emergency to prevent delays.

Note: 112 is the GSM international standard emergency access

number, and can only be dialled on digital mobile phones. It cannot be dialled from the fixed network or from new technology such as CDMA. ('000' can only be dialled in Optus Mobile Network coverage areas.)

How does B protect my privacy?

We have a comprehensive Privacy Policy to ensure the privacy of our customers is protected with great care. The policy outlines what information we collect, how we use it, and your rights to access the information we hold on you as a consumer and individual. You can view the complete Privacy Policy on our website or please contact us for a copy.

What if there are problems with the Network's coverage?

The Optus Digital Mobile Network is constantly being improved and we take all reasonable steps to make sure you can receive the mobile service. However, the mobile service is not free from faults or interruptions and may not be received in some areas, in some buildings, or at certain times. The mobile service can also be affected by climatic, geographic and Network issues.

Please visit our website for the latest information on Optus Digital Mobile Network coverage.

How does B manage and monitor my account?

Where we identify excessive use or unusual call patterns we may temporarily suspend your service and endeavour to contact you via an SMS to your primary mobile number.

Fees and charges incurred through the use of your mobile service are your responsibility. You should not rely on us to send you an SMS message or to suspend your mobile service as we are under no obligation to do so.

How will I be billed?

We will send you a monthly bill for the amount owing by standard post. Alternately, you may opt to receive an email notification that your bill is available to view on our website.

Each month we will charge your nominated direct debit facility for the amount owing, including your access fee and all applicable fees and charges. The access fee on your bill is a set charge per month that entitles you to use the Network and is charged in advance. Your first access fee will be calculated on the number of days you were connected in your first billing period and will also include the next month's fee in advance.

Some of our plans incorporate monthly included call allowances. Included call allowances are a set amount each month and are subject to a daily pro rata calculation. Included call allowances may be used in any combination of standard services (eg. voice calls, voicemail, SMS etc.). Any unused amounts at the end of a billing period are forfeited.

To give you time to raise queries on your bill, we will charge your nominated direct debit facility no earlier than 14 days from the tax invoice date on your B bill. (We may also make payment attempts at other times in the event that amounts are overdue.)

You can also view your B bill via our website or request to receive an email notification that your bill is available to view instead of receiving a paper bill. Your bill will be available online approximately 5 days after your billing run. This is a free service we provide to our customers.

To view your bill online, please visit our website and follow the links from our homepage.

What do I do if I have a bill query?

Please be sure to direct all call queries to us before the debit date of your B bill. We will assume all call charges to be correct and accepted

by you after the debit date has passed. In the event of a call dispute, we will initiate an investigation with Optus. Investigations can take up to 8 weeks. Optus will not investigate queries whereby you dispute that a call was made from your mobile service. Optus will, however, provide detailed information on the call to substantiate the charge.

Please contact us on 13 30 20 before the debit date of your B bill if you have a call dispute.

What if I need to make changes to my payment arrangements?

Please make sure that your direct debit facility details are up to date and that any changes are notified to us in advance of the change being made (including credit card expiry dates). Late payment fees apply, and we may suspend your mobile service if your payment is overdue.

If you are experiencing payment difficulties, or you need to change or update your payment details, please contact us on 13 30 20 at least three working days prior to your B bill debit date.

Is there a minimum number of calls I must make?

It is a condition of the Optus Digital Mobile Network that you must make at least one tolling call or SMS from your mobile service every three months. If you do not, your mobile service may be suspended or disconnected and you will be charged any applicable fees.

Can I make international calls on my mobile?

With 'yes' InternationalTM you can enjoy low, flat international call rates within Australia – 24 hours a day, 7 days a week. (Please visit our website for more information on 'yes' InternationalTM call rates.)

'yes' InternationalTM is automatically enabled after you have made your first successful payment on your account. If you would like to restrict 'yes' InternationalTM calls from your mobile service, please contact us on 13 30 20.

What is 'International Roaming'?

International roaming allows you to receive and make calls from your mobile service in more than 75 countries outside of Australia. Your calls will be billed to your B account in Australia.

A roaming bond may be required as a security deposit for activating this service. Call us on 13 30 20 to activate international roaming at least 72 hours prior to your departure overseas. You will also need to confirm that international roaming is available in the country to which you are travelling.

Important: Whilst roaming you incur call costs for every call made and received.

What are Premium Services?

Premium Services are phone calls to content and information services. These services may include picture and ringtone downloads, psychic lines, weather services as well as voting and competition lines for TV shows.

Premium Service numbers usually begin with 18, 19, 0055 or an international prefix. Premium Service downloads can also be initiated via the Internet.

Costs of Premium Services vary widely depending on the particular service. B recommends you confirm the price before you access or subscribe to such services. If you would like to restrict Premium Services from your mobile service, please contact us on 13 30 20.

Can I transfer my mobile number?

Transferring a mobile number between mobile phone service providers is called 'porting'.

You can port your mobile number from us to any service provider. A port out fee will apply. You do not need to contact us if you wish to port your number to another service provider, although you may wish to discuss your options with us.

Please note that fees will apply if a port is requested before the expiry of the minimum term of your plan – including plan cancellation fees and plan payout fees.

What about insurance for my mobile phone?

If you would like to take out mobile phone insurance to guard against loss, theft or damage, please contact B on 13 30 20.

Insurance can only be taken out within the first 90 days of activation of new mobile phones purchased from B.

Upon taking out an insurance policy via B, the terms and conditions will be included with your next B bill.

How do I make an insurance claim?

If you wish to make a mobile phone insurance claim for loss, theft or damage, please contact us on 13 30 20.

Approved claims can only be processed where no arrears are outstanding on your account. (It is your responsibility to ensure that your premium is being deducted for the duration of the coverage. We take no responsibility for claims where premiums have not been paid.)

What do I do if my mobile phone is lost or stolen?

Step 1 Contact us immediately on 13 30 20 to request a temporary suspension on your mobile service. We maintain a 24 hour service for you to suspend your mobile service in the event of loss or theft.

Step 2 If your mobile phone was stolen, report the theft to the police and request a police report number. (If you are covered by insurance we will need this information to process your claim.)

Step 3 If you are covered by insurance, please contact us on 13 30 20 to commence claim proceedings.

In the event you find or recover your mobile phone, call us to remove

the temporary suspension. Please note, this can take up to 24 hours.

Important: If you are not covered by insurance, you will need to contact us on 13 30 20 to discuss your options for acquiring a new mobile phone/SIM card to avoid being disconnected from the Network.

What do I do if my mobile phone is faulty?

The equipment we supply is covered under the manufacturer's warranty. Details of the warranty are included with your mobile phone. (Most mobile phones come with a 12 month warranty and a 6 month warranty for batteries.)

Important: Warranties do not cover physical, liquid or sun damage, or unlocking and programming. Additionally, they do not cover loss or theft. (In the event of loss or theft, please read the previous answer for the correct procedure.)

What types of warranty are provided?

Manufacturers provide two types of warranty:

'Early Life Failure' (ELF) warranty

The ELF warranty covers mobile phones in the first few weeks of use. The period of the ELF warranty depends on the manufacturer. If the mobile phone fails during this time, this warranty provides for a replacement (new) mobile phone.

Check the warranty documentation that came with your mobile phone to see if it is within the ELF warranty period. If you are eligible to make a claim, please contact the place of purchase immediately.

The manufacturer's warranty

If your mobile phone is older than the ELF period, check the warranty documentation for information on the standard manufacturer's warranty and for their recommended local service centres.

Remember to take a copy of your Proof of Purchase to the service centre and remove your SIM card and/or accessories.

What if my mobile phone is out of warranty?

If your mobile phone is no longer under warranty and you are not covered by insurance you will need to pay for the cost of the repairs. Check the documentation that came with your mobile phone for information on local service centres recommended by the mobile phone manufacturer, or refer to the Yellow Pages for more information.

Important: If your mobile phone cannot be repaired or your SIM card has been damaged, you will need to contact us on 13 30 20 to discuss your options for acquiring a new mobile phone/SIM card to avoid being disconnected from the Network.

What if I wish to change my plan?

Should your circumstances change, you can migrate to other plans included in your existing plan group.

All migrations will take effect on the first day of your next billing period. You cannot migrate to a plan outside of your existing plan group. Only one plan migration can be undertaken per billing period.

A plan downgrade fee is applicable where you request to be moved to a lower monthly commitment plan than your original plan during your minimum term.

Please contact us on 13 30 20 for more information on migrating your plan.

Can I transfer my plan to another person?

You can apply to transfer your plan to another person providing the new applicant passes all credit assessments. All outstanding amounts on your account must be paid in full before the plan can be transferred. Plan transfer fees may also apply.

Please contact us on 13 30 20 for more information on transferring your plan.

What happens at the end of my minimum term?

Unless you contact us, upon expiry of your minimum term your mobile service will be allowed to continue on a month-to-month basis under the same conditions as your original plan.

You can extend your plan with us at any time. This will involve an additional agreement regarding plan length and terms.

Please contact us on 1300 303 515 for more information on plan extensions and upgrades.

What if I wish to disconnect my mobile service?

You can request disconnection of your mobile service at any time.

If you disconnect your mobile service prior to the expiry of the minimum term of your plan you will be immediately liable for the balance of your plan (plan payout) and any other applicable fees including a plan cancellation fee.

Please contact us on 13 30 20 for more information on disconnecting your mobile service.

**Your Bonline help,
24 hours a day.**

www.Bdigital.com.au





Troubleshooting

My mobile phone reads INSERT SIM

Read your mobile phone user manual to check your SIM card has been properly inserted.

Wipe a pencil eraser over the gold chip of the SIM card to remove any dust.

Try inserting the SIM card in another mobile phone. If it still does not work, please contact us on 13 30 20.

My mobile phone reads SIM NOT REGISTERED

Your new mobile service may not yet be activated. This can take up to 24 hours.

Try turning your mobile phone off and on again.

Try taking the SIM card out and putting it back in.

If you have recently removed a suspension (barring) from your mobile phone, it may not have been completed. Suspensions can take up to 24 hours to be removed.

Try inserting the SIM card in another mobile phone. If it still does not work, please contact us on 13 30 20.

My mobile phone reads PUK

If you enter the wrong Personal Identification Number (PIN) into your mobile phone more than three times, a message will appear on your screen asking you for a 'PUK' code. DO NOT enter any further numbers into your mobile phone as you may damage the SIM card. Contact us immediately on 13 30 20 and follow the prompts to obtain your Personal Unblocking Key (PUK).

My mobile phone won't turn on

Check the power is switched on – press the on/off button firmly.

Check your battery has some charge in it. Try turning your mobile phone on with the charger plugged in.

I can't make calls

Turn your mobile phone off and on, then try again.

Does your mobile phone read 'YES OPTUS'? If not, you may not be in a mobile coverage area (the geographical area in which you can use your mobile phone).

Your mobile phone may be on Line 2 instead of Line 1. If you have a Nokia mobile phone, see the next section for details. If not, refer to your mobile phone user manual for instructions.

You may have 'fixed dialling' turned on. Fixed dialling needs to be turned off to make calls to any number (except 112, the GSM international standard emergency number). Consult your mobile phone user manual to see how to deactivate fixed dialling.

You may be near an electrical appliance or other object that interferes with the use of your mobile phone. If possible, move outside and try again.

There may be congestion on the Network. Try calling again later.

If you have recently removed an outgoing call suspension (barring) from your mobile phone, it may not have been completed. Suspensions can take up to 24 hours to be removed.

How do I get 'Line 2' off my Nokia mobile phone?

Simply press and hold the hash "#" key – the screen will display the words 'change the phone line?'

Press the 'OK' key. Line 1 is now selected. (Line 2 is not supported by networks in Australia at this time.)

My mobile phone is still not working. Help!

If you have tried all our suggestions and your mobile phone is still not working, it may be faulty and require repairs. Please refer to the information on warranty claims and mobile phone repairs in the FAQ section of this brochure.





B website	www.Bdigital.com.au
B email	Email us via our website
B sales	13 33 44
B customer care	13 30 20 or dial 345 from your B mobile phone
B authorised dealer	1300 133 789 or www.bdealer.com.au
B solutions	1300 303 515 for extensions and upgrades
B credit	1300 300 343
B fax	1300 363 465
B postal address	GPO Box 9861, Perth, WA, 6848
Call connect service	124 937 (124 YES)
Directory assistance	
National	1223
International	1225
Emergency calls	112 in any GSM network coverage area only from digital mobile phones.
National Relay Service	13 36 77 (for the hearing or speech impaired)
Emergency Relay Service	106 (emergency calls via TTY and modem)
Use your TTY or mobile phone with a qwerty keypad and dial 106 to communicate with the emergency services (using your mobile phone as a modem).	
Translating and Interpreting Service	13 14 50 (for non-English speaking customers)

For more information on the above services, please visit our website.